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UNCLAS CHIANG MAI 000201

SIPDIS

BANGKOK FOR CONS, PA
DEPT FOR CA/P, CA/VO

E.O. 12958: N/A

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SUBJECT: ASK A CONSUL

REF: 04 CHIANG MAI 299

1. Summary: To make the U.S. visa process more understandable to a broad Thai audience, the U.S. Consulate General Chiang Mai has initiated End Summary.

2. The Consulate's "Ask a Consul" column debuted August 26 in Thai News, the largest newspaper in northern Thailand with a circulation of 40,000. The paper featured the Thai-language column as a quarter-page box, with flag, star, and Statue of Liberty graphics top and bottom. The paper also included the Consulate website address, visa section hours, and a list of the 15 provinces in Chiang Mai's consular district.

3. For the column's first appearance Consular staff prepared and translated two sets of questions and answers asking, "What documents do I ne

4. "Ask a Consul" builds on earlier efforts by Chiang Mai's Consular Section to put information into the hands of applicants - nearly 4,000 in the past year -- before they arrive at the interview window. Previous consular outreach has included new information on the

5. The Consulate contacted Thai News in early August with an offer to produce a weekly column on visa questions for the paper. Managing Dire Khun Monchai and the Consulate agreed to continue the column as long as both sides find it useful.

CAMP